

READER DEMOGRAPHICS

Musky Hunter magazine readers are geographically concentrated in the Midwest and Mid-Atlantic states and Canada, within and around the expanding range of the muskellunge. They also pursue, in order of priority, walleyes, bass and northern pike. Some interesting statistics determined from a reader survey conducted by *Musky Hunter*:

DEMOGRAPHICS

1. Of *Musky Hunter's* readers, 66.75% are between the ages of 25 and 54.
2. *Musky Hunter's* readers are 99.5% male.
3. Of *Musky Hunter's* readers, 77.85% are married, 15% are single, 5.95% are divorced, and 1.2% are widowed.
4. The average household income of a *Musky Hunter* reader is \$111,016.

SPENDING ON FISHING

1. The average annual expenditure on musky fishing by a *Musky Hunter* reader is \$3,527.33, exclusive of their spending on boats, motors and trailers. The following is the breakdown on where this money is spent:

| | | | |
|----------------------------------|---------------------------------|--------------------------------|---------------------------|
| \$1,128.12 Lodging | \$310.88 Charter/guide fees | \$106.63 Fishing clothing | \$65.78 Fishing club dues |
| \$802.12 Travel to fishing sites | \$269.23 Lures | \$104.45 Licenses | |
| \$421.49 Fishing tackle | \$235.01 Miscellaneous expenses | \$84.62 Magazine subscriptions | |

2. The following is the percentage of *Musky Hunter* readers who plan to buy fishing tackle and related items in the next year:

| | | | |
|-------------------------|----------------------------|-------------------|---------------------|
| 94.6% Line | 25.6% Fishing videos | 15.3% GPS | 7.5% Electric motor |
| 75.1% Musky lures | 21.6% Fishing books | 12.4% Landing net | 4.3% Outboard motor |
| 71.4% Baitcast rod/reel | 20.7% Polarized sunglasses | 11.7% Rod holders | 4% Fishing boat |
| 45.1% Livebait | 20.2% Depth/fishfinder | 10% Camera/film | 2.9% Boat trailer |
| 26% Boat battery | 16.8% Spinning rod/reel | | |

3. Of *Musky Hunter's* readers, 91% have purchased products that were advertised in the magazine.
4. Of *Musky Hunter's* readers, 92% own a boat; 90% own an outboard motor.
5. Of *Musky Hunter's* readers, 54% own at least 100 musky lures, and 52% own at least 6 musky rod/reel combos.
6. Of *Musky Hunter's* readers, 81.62% use braided "super" line, 7.47% use braided dacron, 8.62% use monofilament line.

FISHING HABITS

1. *Musky Hunter's* readers spend an average of 28 days per year fishing for muskies.

READING HABITS

1. Of *Musky Hunter's* readers, 80% keep their magazines for future reference.
2. Each copy of *Musky Hunter* has an average of 2.93 readers.
3. Each issue of *Musky Hunter* is read by more than 50,000 avid musky anglers.
4. Of *Musky Hunter's* readers, 2 out of 3 have been subscribing for five or more years, and one of three has been subscribing for more than 10 years.

Conclusion: *Musky Hunter's* readership is dominated by the key male 25-54 age group. They are a high-end, brand-loyal and dedicated group of conservation-minded anglers. They have the money, interest, time and the inclination to buy an array of products, and represent an average annual expenditure of nearly \$175 million on fishing and boating equipment. Their fishing habits reveal a dedication and financial contribution to their sport that is second to none.

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